

Message Text

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PAGE 01 AMMAN 07070 061542Z

ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-08 CIAE-00 INR-10

LAB-04 NSAE-00 PA-01 SIL-01 ICA-11 /058 W

-----123794 061749Z /43

R 061522Z SEP 78

FM AMEMBASSY AMMAN

TO SECSTATE WASHDC 7527

INFO AMEMBASSY DAMASCUS

AMEMBASSY ATHENS

AMEMBASSY CAIRO

AMEMBASSY MANAMA

AMEMBASSY TEHRAN

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E.O. 11652: N/A

TAGS: BEXP, OTRA, JO, US

SUBJECT: JORDANIAN PLANS TO ESTABLISH AN INTERNATIONAL
INDUSTRIAL FAIR IN AMMAN

REF: A) 180324, B) AMMAN 6137, C) DAMASCUS 4238

1. GOJ PLANS FOR AN INTERNATIONAL FAIR ARE NOT VERY
DEFINITE AT THIS POINT. SO FAR, THEY HAVE ACQUIRED ABOUT
45 ACRES OF LAND 10 MILES FROM TOWN AND HAVE ARRANGED TO
HAVE THE UNDP PROVIDE A TRADE FAIR EXPERT TO VISIT LATER
THIS YEAR TO MAKE A DEFINITE PROPOSAL FOR USE OF THIS SITE.
GOJ ENVISAGES AT THIS POINT A FACILITY WHICH CAN BE USED
YEAR-ROUND TO DISPLAY JORDANIAN PRODUCTS TO VISITORS AS
WELL AS PROVIDING LOCALS WITH A LOOK AT FOREIGN PRODUCTS.
THERE WOULD BE A LARGE FAIR ONCE A YEAR SCHEDULED SO AS
NOT TO CONFLICT WITH DAMASCUS; AS YET THERE IS NO IDEA OF
A CENTRAL THEME. DURING THE REST OF THE YEAR, EXHIBITORS
COULD MOUNT DISPLAYS IN THE MAIN BUILDING OR CONSTRUCT
SEPARATE PAVILIONS FOR THIS PURPOSE.

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PAGE 02 AMMAN 07070 061542Z

2. GIVEN RESPONSE BY AMERICAN BUSINESSMEN RESIDENT HERE,
WE DOUBT THAT FUNDS WOULD BE FORTHCOMING FOR A SEPARATE
PAVILION. BRITISH AND FRENCH, WHO RECEIVED SIMILAR NOTES
ARE APPARENTLY UNINTERESTED IN SEPARATE NATIONAL PAVILIONS,
ALTHOUGH FRENCH EMBASSY HERE NOTES THAT EC MIGHT CONSIDER
PUTTING SOMETHING TOGETHER. WE DO FEEL, HOWEVER, THAT

THERE IS SUFFICIENT INTEREST HERE TO ENABLE US TO HAVE AN
EXHIBIT ONCE A YEAR IN THE GENERAL PAVILION, PARTICULARLY
IF INTEREST AMONG U.S. FIRMS LOCATED NEARBY IS SIMILAR.

3. AS THE PROJECT IS STILL VERY MUCH IN THE PLANNING
STAGE (ALTHOUGH VERY LIKELY TO GO THROUGH IN SOME FORM),
WE SUGGEST THAT THE RESPONSE TO THE DIPLOMATIC NOTE BE
AS POSITIVE AS POSSIBLE (SEE REF. B) WHILE MAKING IT CLEAR
THAT OUR PRESENCE DEPENDS ON U.S. FIRMS RESIDENT IN AMMAN
AND NEARBY COUNTRIES AND THEIR SITUATION AT THE TIME.
VELIOTES

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